REMARKS

As discussed below, Handel is not relevant to the claimed invention. The Examiner also asserts in the Response to Arguments of the Office Action that other pertinent art cited in the previous Office Action disclose user profiles in marketing systems, but the Examiner does not expressly rely upon such prior art. Therefore, it is believed that finality of the action is premature, because the Examiner should not have again relied upon Handel and the Examiner should have relied upon new prior art, if any, to reject the claims. Therefore, withdrawal of the finality of the Office Action is respectfully requested.

OFFICE ACTION SUMMARY AND STATUS OF CLAIMS

STATUS OF CLAIMS

Claims 1 and 22 are rejected under 35 USC 102(e) as being anticipated by Handel (US Patent No. 6,195,651).

Claims 2-21 are rejected under 35 USC 103(a) as being unpatentable over Handel.

Independent claims 1, 2, 9, and 22 are amended, and new independent claim 23 is added.

Thus, claims 1-23 remain pending for reconsideration, which is respectfully requested.

No new matter has been added in this Amendment. The forgoing rejections are hereby traversed.

35 USC 102(e) and 103(a) REJECTIONS

Generally, the Examiner asserts that Handel, in FIGS. 10A and 18, and column 35, lines 16-18, discloses the present invention's patentably distinguishing feature of selecting and presenting to said user, additional information regarding products in said product group presented to the user that corresponds to said acquired user profile information. Independent claims 1, 2 and 22, using claim 1 as an example, are amended to clarify the present invention's "additional information," as follows.

> 1. (CURRENTLY AMENDED) A product information notification method comprising:
>
> associating an individual product of a product information database with additional information classified based upon predetermined user profile information, in an additional information database;
>
> presenting basic information for the individual product to a user from the product information database;
>
> acquiring profile information of athe user receiving the basic information for anthe individual product; and
>
> selecting and presenting to said user basic information of a product group regarding the basic product information the user is receiving, from a product information database storing basic information of said individual product; and
>
> selecting and presenting to saidthe user, from the additional information database, the additional information regarding products in said product group presented to the user that corresponds to saidthe acquired user profile information, from a database storing additional information for said product group products according to the predetermined user profile classification of the additional information of the presented individual product.

Support for the claim amendments can be found, for example, in page 11, lines 7-14; page 14, line 12 to page 17, line 8; page 18, line 7 to page 19, line 15; page 19, line 17 to page 20, line 7; and page 21, lines 8-13; page 23, lines 12-24; and page 30, lines 1-13; and FIGS. 1-4.

HANDEL

Handel, discloses a software agent that performs tasks on behalf of the user. In Handel, the software agent's task can be modifying a user interface of a particular application according to the user's profile (column 1, lines 53-62, and column 29, line 63 to column 30, line 14).

Further, a software agent's task can be a background finder (BF) to retrieve information for a meeting (column 9, lines 15-19). Further, a software agent's task can be a Wireless Bargain Identification (column 28, lines 30-55). Further, a software agent's task can be to provide "mySite!" a Personal Web Site & Intentions Value Network Prototype, (column 29, line 21 to column 35, line 20).

The Examiner appears to rely on Handel, FIG. 10A, which provides a software agent as an Intention Value Network. Essentially, the Handel Intention Network as shown in FIG. 10A allows a user to have a customized web site, which can include demanding customized product information, based upon the actual user's profile (see, for example, column 33, line 47 to column 34, line 15). See also, column 35, lines 16-18, referred to by the Examiner in the Response to Arguments. However, in Handel, a software agent is performing a task on behalf of the user and discloses a method of solving technical problems concerning realization of "my Site" in FIG. 20-23, in which a content to be displayed is arranged with a unit called "PERSONAL" depending on a situation of users, such as "working," "day off (it is possible to specify if one is home or out on one's day off), and so on. In PERSONA, news type, contact list, mail (for business use/personal use) and so on, which are displayed depending on a situation can be set by the user, and these are defined as a user profile (customer profile DB1060 in FIG. 10A). Handel, in FIG. 10B, discloses a process to display a web page, as information to be displayed on a browser, by filtering information from a content database DB1005 and a user profile DB1003 (column 30, line 66 to column 31, line 42. However, Handel does not disclose any details about the method of filtering information from the content database DB1005 and the user profile DB1003. Nevertheless, the example given in connection with an explanation of PERSONA in FIG. 12 shows that, when booking an airline ticket, a first-class or business-class ticket is available when traveling on business and a more reasonable ticket when traveling for a private reason. Therefore, this example of Handel indicates that a method of extracting information is different depending on a situation or the user's actual profile, but does not indicate the present invention's associating basic information of each product of a product database with additional information classified according to predetermined user profile parameters, in an additional information database, and providing the additional information based upon the acquired profile of a user who is extracting information from the product database.

Therefore, in contrast to Handel, the present invention provides the additional information database (3, 102, 401) (FIGS. 1, 2, and 9), which stores additional information for individual products, wherein the additional information is classified according to predetermined

user profile parameters. In particular, the additional information database (3, 102, 401) of the present invention associates a product with additional information that is classified based upon predetermined user profile (i.e., product user profile parameters), which differs than typical user profile marketing and clearly differs from Handel, because in a conventional user profile marketing, products selected by a user are used as a user profile to present related products, and in Handel a user demands a service according to the user's own profile (page 11, lines 7-9 of the Application), but Handel's service does not provide the present invention's additional information having product user profile parameters. In other words, in the present invention, profile information, which conforms to information at the product side, is embedded in an additional information database 102 of the present invention (FIG. 2), and this is different from Handel.

For example, in contrast to Handel, in the present invention a product may include predetermined recommendation user profile parameters depending on age of users as the additional information that is associated with the product, as shown in FIG. 4 of the present Application. Handel does not disclose or suggest an additional information database storing product user profile parameters for each product in the product database. In particular, none of the Handel databases in FIG. 10A provide the present invention's association of basic information of each product with additional information that is classified according to predetermined user profile parameters, as shown in FIG. 4.

More particularly, in FIG. 10A of Handel, the overall integrator system 1020 coordinates delivery of products and services for a user, based upon the actual user profile, but differs from the present invention's "selecting and presenting to the user, from the additional information database, the additional information that corresponds to the acquired user profile information according to the predetermined user profile classification of the additional information of the presented individual product," because in Handel, the Supplier's Web Server 1070 does not associate an individual product of a product database with additional information classified based upon predetermined user profile information. In other words, the Supplier's Web Server 1070 does not have present invention's additional information database (3, 102, 401) to store for a product additional information classified based upon predetermined user profile parameters.

The Examiner also appears to assert that Handel's intention database 1030 and the contents database 1040 is similar to the present invention's additional information database (3, 102, 401). Handel's databases 1030 and 1040 respectively store information about the structure of the intention and the types of products and services needed to fulfill the intention,

and information related to the intention, such as advice, referral information, personalized content, satisfaction ratings, product ratings and progress reports (column 30, lines 32-41). The intention is based upon an actual user profile, so that the Examiner asserts that Handel's databases 1030 and 1040 are similar to the present invention's additional product information. However, in Handel, the intention is a user demand service based upon the user profile (column 29, lines 23-49), which differs from the present invention's association of each product of a product database with additional information that is classified depending upon predetermined user profile parameters, and when a product is presented to a user, presentation of additional information that corresponds to the user's acquired profile according to the predetermined user profile parameters of the additional information for the presented product. Further, Handel's supplier profile database 1050 in FIG. 10A contains information about the product and service providers integrated into the intention (column 30, lines 42-55). In other words, in the present invention, profile information, which conforms to information at the product side, is embedded in an additional information database 102 of the present invention (FIG. 2), which differs from Handel's service to a demand by a user for information via software agents based upon the user's profile.

One benefit of the claimed inventions is that by correlating with a product additional information that is classified according to predetermined user profile parameters, changes in the user profile parameters by the store at the product side as well as changes by the user in his or her profile would be immediately reflected in changes to the additional information received by the user. Another benefit is that product information can be managed separately from the additional information having product user profile parameters (e.g., actual user profile information can be managed by the user and not by the service provider, or the product user profile parameters can be managed by the entity managing the additional information for the products of the service provider), so that information management efficiency and security can be increased, because the user manages the actual user profile and a separate entity can manage the addition information database for a service provider's product database. See, page 40, lines 8-11; page 28, lines 1-15 (FIG. 9); and page 50, line 12 to page 52, line 7.

NEW INDEPENDENT CLAIM 23

The new claim 23 provides an alternative recitation of the present invention, and is patentably distinguishing over Handel, because the present invention is "associating basic information of each product of a product information database with additional information classified according to predetermined user profile parameters, in an additional information database." More particularly, claim 23 recites,

23.   (NEW) An electronic product notification system in network communication with user terminals, the system comprising:

a programmed computer processor controlling the system according to a process comprising:

associating basic information of each product of a product information database with additional information classified according to predetermined user profile parameters, in an additional information database,

displaying the basic information of the product to a user via the network from the product information database,

acquiring a profile of the user via the network, and

selecting and displaying to the user, via the network and from the additional information database, additional information of the displayed product by matching the acquired user profile to one of the predetermined user profile parameters of the additional information of the displayed product.

CONCLUSION

In view of the remarks, it is submitted that the claims are in condition for allowance, and withdrawal of the rejections of claims 1-23 and allowance of claims 1-23 is respectfully requested.

Finally, if there are any formal matters remaining after this response, the Examiner is requested to telephone the undersigned to attend to these matters.

Respectfully submitted,
STAAS & HALSEY LLP

Date: 2/9/2004   By: _____
                                                    Mehdi D. Sheikerz
                                                    Registration No. 41,307

1201 New York Avenue, NW, Suite 700
Washington, D.C. 20005
Telephone: (202) 434-1500
Facsimile: (202) 434-1501